

PRODUCERS VIDEO COMPRESSION *Andy B* DIGITAL AUDIO

PROGRAMMERS SOUND EXHIBITS

3RD PARTY SEGA CHANNEL PRODUCERS

GAME DESIGNERS SEGA CD

PICO ARTISTS

32X SATURN

GENESIS OPEN STUDIO GAME

SH2 DEMOS

ARTISTS 3D

PARTNERS

SOUND

SEGA™

Devcom '95
Developers Conference

3D

ARTISTS

PRODUCERS

SEGA CHANNEL

SEGA -CD SATURN

GENESIS SH2

DEMOS

DIGITAL AUDIO

EXHIBITS

3RD PARTY

PRODUCERS

SATURN

SEGA -CD

32X

PICO

OPEN STUDIO

SATURN

PARTNERS

PROGRAMMERS

DEMOS

GAME DESIGNERS

VIDEO COMPRESSION

March 14-17, 1995

Santa Clara Marriott Hotel
Santa Clara, California

Multitrack Seminars for Programmers, Artists, Musicians, Sound Engineers, Game Designers and Producers



It's Almost Here! March 14-17, 1995

California's Santa Clara Marriott Hotel

This is the DevCon '95 brochure as we promised in our previous mailings to you. Tuesday, March 14, 1995—opening night—is almost here. We are working intensely to make this a great developer's conference. Technical experts by the score are preparing seminars, demos, and roundtables for people like yourself—programmers, music/sound and art/graphic specialists, and producers/designers. Peruse this brochure and see just what's planned. Also note the special events that will give you the opportunity to meet and talk with peers. The opening evening reception will kick things off, and we hope you'll be there to help launch our conference of the year!

A registration packet accompanies this brochure. If you haven't registered yet, be sure to do so. Register early for a substantial discount. Don't delay. You won't want to miss DevCon '95!

Way Cool,

Sega Developer Technical Support

About This Brochure

The conference schedule of seminars and events is conveniently laid out by day and track. Tracks include Programming, Music & Sound, Art & Graphics, and Producer/Designer. Don't forget to also check out the demo, discussions, exhibits, and game room schedules.

On conference day, check in at our registration station to get your conference badge, your official pass for all events. You'll also get a schedule, complete with room assignments. Please bring a photo-ID to claim your badge.

Tuesday, March 14th

1:00pm

1:00pm to 8:00pm
Registration and
Check-in Station

5:00pm

8:00pm

5:00pm to 8:00pm
Reception:
Joe Miller, Sr. VP of Product
Development—SEGA of America
is the key note speaker

Be sure to come Tuesday, March 14th for the opening reception and keynote speaker. Meet other colleagues in the industry.



Wednesday, March 15

	Programming: Saturn	Programming: 32X	Music & Sound
8:00am	Continental Breakfast		
9:00am	Saturn Overview Architecture and capabilities of the Saturn game machine.	32X Overview A seminar on the 32X system.	GEMS A presentation on the Genesis Editor for Music and Sound (GEMS)
10:00am	Saturn VDP1 Video Display Processor sprite Chip—Insiders Track.	32X VDP Chip Overview of the 32X VDP Chip.	Genesis Sound-Workshop Tips and techniques for Genesis Editor for Music and Sound (GEMS)
11:00am	VDP2 Details on how backgrounds are displayed, and how special effects can be created with VDP2.	How to Start Programming the 32X Foundations for getting a 32X game up and running.	Also see "GEMS Open Studio" under Demo/ Discussions Column
		32 Programming Tricks and Tips - An open forum to discuss programming the 32X.	PWM Pulse Width Modulation Sound Generator, Driver, & Tool— Limitations of the chip and driver
12:15pm	Lunch		
1:30pm	SMPC/Peripheral Driver/Backup RAM Overview of System Manager & Peripheral Control (SMPC) chip, Saturn's Peripheral Driver, and Battery Backup RAM.	Sega CD Sound Driver Fixes for the Genesis, 32X and Sega CD.	Music in the Game Industry A discussion about musician contracts, licensing issues, synchronization rights, publishing, budgeting, scheduling and more.
2:30pm		Video Compression: Cinepak for 32X and Sega CD.	
3:30pm	SCU & DMA Seminar on functions and capabilities of Saturn's System Control Unit and a look at the Direct Memory Access function.		Creative Labs "How Sound is formatted on a PC and Ported to Sega"
4:30pm	Saturn CD-Subsystem/Virtual CD Discussion of CD subsystems architecture and CD emulation.	SN Systems "Developing Games for Multi-Processor Systems"	DUCK "Implementing Motion Audio for Video"
5:30pm	Software Libraries Discussion of Basic Saturn Libraries.	SN Systems Workshop Practicum on multi-processor systems	

Evening Events:

6:30
Plan to attend the Sports Night Buffet Dinner

Great Raffle Prizes!



A schedule with room assignments will be handed out at conference check-in. Please note that this schedule is subject to change

Art & Graphics	Art & Graphics	Producer/Designer	Demo/Discussions Vendor Exhibits/Game Room
Continental Breakfast			
Echidna "Using MAP Editor with the New Sega Platform"	Autodesk "Advanced 3D Studio Usage and Real-Time Delivery"		Sega Channel Demo (All Day) World-Wide Web (All Day) Zaxtek Demo: (All Day) Micro Processor Emulators
Wavefront "Going Beyond Asset Creation with High-end Computer Graphic Tools"		Catapult Entertainment "Network Gaming"	
Wavefront Roundtable "What's Required for the Next Generation Game Authoring Task?"	Autodesk Roundtable "3D Studio Advanced Tips and Tricks"	Catapult Entertainment Workshop on "Adapting Games to Work on the XBAND Network"	GEMS Open Studio Demo and open discussion on the GEMS Editor for Music and Sound (GEMS) (45 min.)
Lunch			
Saturn Graphics " An Artists View of Saturn's Graphic Realities"	AutoDesk "3D Studio Plug-in Preview with Digimation"	Also see Demo/ Discussions Column	
Also see Demo/ Discussions Column			
Open Studio for Saturn Artists "Tips and Tricks for Using PhotoShop and DeBabelizer for Saturn Graphic Production"	RomBurner Associates "Spatula-Yet Another Cartridge Emulator"	Deep Thought Seminar "Don't Forget the Design in Project Management"	Roundtable "Digital Video Compression"
Alias "Alias 6.0 for Game Developers"	Alias "Alias in the Interactive Entertainment Market"	Deep Thought Workshop "Tailoring Project Management to the Design"	
Alias Workshop "Motion Capture 2 Interface"			

Registration/Check-in



Thursday, March 16

8:00am

9:00am

10:00am

11:00am

12:00pm

1:15pm

2:15pm

3:30pm

4:30pm

5:30pm

Programming: Saturn

Saturn 3D Programming Experiences
A programmer recounts his experience with 3D in Saturn game development.

Hitachi/Cygnus Development Tools & Architecture:
An Introduction to the Hitachi Workshops.

Hitachi/Cygnus Workshop #1
"SH2 Architecture"

Hitachi/Cygnus Workshop #2
"Hardware Development Tools"
(See previous)

DUCK Workshop
"Implementing True Motion in Your Application"

DUCK Workshop
"Advanced Programming techniques for True Motion Compression"

Programming: Genesis/SEGA CD/Pico

Continental Breakfast

Genesis Programming
An Introduction.

Introduction to Sega CD Programming
Understanding programming basics for the Sega CD.

Introduction to Pico Programming
Understanding programming basics for Pico.

Also see: "RealTime" under the Demo/ Discussion Column

Lunch

Battery Backup RAM
How to program the backup RAM for Genesis and Sega CD.

Universal Driver
Different peripherals and how to use the driver for each of them.

Don't miss the Game Gear Roundtable. See the Demos/ Discussions column

Genesis/Sega CD Tricks & Tips
Open discussion about programming the Genesis and Sega CD.

Zaxtek
"Different Tools & Approaches for Debugging a System"

Music & Sound

Introduction to the SCSP Chip and Tools
Saturn Custom Sound Processor—A demo of its abilities and limitations.

Saturn Sound Tools
An in-depth look of all Saturn sound tools

High-Level Sound Design
Sound Design
DSP Linker & Mixer Tricks
Midi Implementation
Sound Memory Space.

Digital Audio for the Saturn
Ramifications of how digital audio streams are used.
SEE "Open Studio for Sound" in the Demos/ Discussions column

SCSP/Sound Driver
A programmer's view of the Saturn Custom Sound Processor (SCSP) and Sound Driver.

Interactive Music
An open discussion on interactive music for Saturn.

Evening Events:

6:30 PM
WINE AND CHEESE



A schedule with room assignments will be handed out at conference check-in. Please note that this schedule is subject to change

Art & Graphics	Producer/Designer	Demo/Discussions Vendor Exhibits/Game Room	Registration/Check-in
Continental Breakfast			
DUCK "Use and "Implementation of True Motion on Saturn"	Sega 3rd Party Licensee "Submitting a 3rd Party Game to Sega"	QSound on 32X and Saturn A workshop and demo QSound Demo (Rest of Day) Sega Channel Demo (Rest of Day)	
Alias Workshop "New Alias Particles, Hair, and Character Builder"	Sega Testing Process "What Sega Testers Look For"		
Radius Roundtable "Optimizing JPEG and Cinepak Video Compression for Game Developers"	Working with Sega DTS How to get the best service from DTS (Developer Technical Support).	RealTime "Pico Platform Specific Issues" (1 hour)	
Lunch			
3D "Motion Capture Using Off-the-Shelf Products"		Game Gear Roundtable Open Studio for Saturn Sound (Until end of day)	
Softimage: "New Softimage for Game Developers"			
Softimage Workshop/Demo: "Softimage Motion Capture Solutions"	Localization European & Japanese. Translations, art, sound, programming issues; business advantages.		
Saturn Graphic Tools A demo and presentation of Sega of Japan (SOJ) Saturn Graphic Tools.	Sega Channel "All About Sega Channel"		
Silicon Graphics Roundtable "Authoring tools for today and tomorrow"			



Friday, March 17

	Programming: Saturn	Programming: 32X	Music & Sound
8:00am	Continental Breakfast		
9:00am	Cross Products "An Overview of SNASM2"	Hitachi/Cygnus Workshop #3 "Software Development Tools"	See "Open Studio for Saturn Sound" in the Demo/Discussions column
10:00am	Cross Products "Detailed SNASM2 Development"	Repeat of program sessions as needed	DigiDesign Multimedia Audio Authoring Development Tools
11:00am	SNASM2 in-depth Roundtable What is Computer Projection System Format?	Repeat of program sessions as needed	PUCK Workshop "Implementing True Motion Audio for Video"
12:00pm		Conference Ends	

Conference Contributors

Many thanks to our Partner Contributors:

Alias

Dave Buchanan
Jason Reisig

Catapult Entertainment

Doug Campeljohn

Creative Labs

Brian Berney

Cygnus

Bill Schmarzo
Michael Tieman

Cross Products

Hans Pufal
Jim Woods
Ian Oliver

Deep Thought

Chuck Peavey

DigiDesign

Mike Rockwell

Disc Manufacturing, Inc.

Philip Busk

Duck Corporation

Stan Marder
Dan Miller
David Silver
John Gabriel
Eric Ameres

Echidna

Dan Chang

Hitachi

Bill Homan
Shumpei Kawasaki
Wai Man Kwan
Allan Tajji

Jumping Jack

Eric Hammond
Robert Leyland

QSound

Brian Schmidt

Radius

John Tinsman

RealTime

Bob Meissner
Cris MacDonald

RomBurner Associates

Chuck Romberger

SEGA Channel

Ian Crouch

Silicon Graphics

Richard Snee
Jeff Barco
John Barco

SoftImage

Gary Horstkorta

SN Systems

Andy Beveridge
Martin Day

Wavefront

Bruce Sinclair

Zaxtek

Bob Parente
Nick Dahria



A schedule with room assignments will be handed out at conference check-in. Please note that this schedule is subject to change

Art & Graphics	General Interest	Demo/Discussions	Registration/Check-in
Vendor Exhibits/Game Room			
Continental Breakfast			
RomBurner Associates "How to Use Cheetah as a Compositing and Animation Tool"	Developing CD Masters	Open Studio for Saturn Sound (All Day) Sega Channel (All Day)	
RomBurner Associates Workshop: "How to Cheat at Art"	Disc Manufacturing "Taking the Mystery Out of Compact Disks"		
Silicon Graphics "New world of interactive video"	Disc Manufacturing. Roundtable "Advanced topics in compact discs"	QSound (All Day) World Wide Web (All Day)	
	Conference Ends		

SEGA Contributors

Many thanks to our Sega Contributors:

Saturn Programming

Kevin Wagner, DTS Support Engineer
Angela Stern, Programmer
Tom Miley, Sound Programmer
Bob Hardy, Technical Director
Marty Franz, Technical Director
Dennis Caswell, Sr. Programmer
Emiko Takahashi,
DTS Support Engineer
Gail Tsujita, DTS Support Engineer

32X Programming

Colin Carter, DTS Manager, DTS(SOE)
Rob Powers, DTS Support Engineer
Jesse Taylor, Executive Producer
Marty Franz, Technical Director
Toshi Morita, Technical Director
Bob Hardy, Technical Director

Genesis/SEGA CD/PICO Programming

Rob Powers, DTS Support Engineer
Jean Yu, DTS Support Engineer

Art/Graphics Track

Dick Holmes, Graphic Artist
Katy Weathers, Compression Specialist
Clifford Lau, Video Specialist

Music/Sound Track

R. Wiley Evans, Sound Support Engineer
Mark Miller, Sound Manager
Tom Miley, Audio Programmer/Composer
Jim Hedges, Composer, (Creative Support)
Barry Blum, Audio Engineer

Producer/Designer Track; General Interest

J. Tony Smith, Third Party Acquisitions
Jef Feltman, CD Press Technician
Mike Larkin, DTS Manager
Adam Sevillia, Game Designer
Yukimi Shimura, Sr. Manager,
International Liaison Group
Osamu Shibamiya,
Production Coordinator
Emi Kawamura, Software Liaison
Barry Blum, Audio Engineer
Dick Holmes, Graphic Artist
Jean Yu, DTS Support Engineer
Gillian Ithell, Translations
Manager (SOE)
Judie Nybo, European Liaison
Bert Mauricio, DTS Hardware
Support Engineer



How to Register for DevCon '95

Advance Registration

Just complete the registration documents that accompany this brochure, and fax them back to us. You'll receive a confirmation by fax or e-mail.

Conference Check-in

For your convenience the registration and badge pick-up station will be staffed every day during conference hours. You'll need your badge to enter any and all conference events. With your badge, you can drop in the vendor room and game room at any time during each day of the conference.

On-Site Registration

You may also register for the conference on-site on a space available basis, at any time during the four days of the conference. However, you can take advantage of a substantial discount if you register in advance.

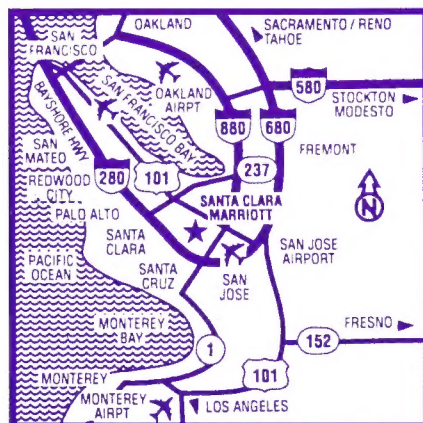
DevCon '95 Location

The Santa Clara Marriott Hotel

Mission College Boulevard at Great America Parkway
Santa Clara, California

Location

The Santa Clara Marriott Hotel, site of this year's first annual conference, is located in the heart of Silicon Valley, adjacent to Paramount's Great America Theme Park, at the intersection of Highway 101 and Great America Parkway. It is just four miles north of San Jose International Airport and 26 miles south of San Francisco International Airport. (A complimentary shuttle is available to and from the hotel and the San Jose Airport only. Upon arrival, look for the Marriott courtesy phone in the baggage claim area.)



Local Directions

From San Francisco International Airport: Take Highway 101 South 36 miles to Great America Parkway.

From San Jose: Take Highway 101 North to Great America Parkway.

Transportation and Hotel Information

Travel Information

Transportation and hotel expenses are in addition to the conference entrance fee.

Morrison Travel—Phone: (800) 428-8728.

For your convenience, a travel request form is included in your registration packet. You can simply complete the form and fax it back to us along with your registration. Your travel request will be processed by Morrison Travel, the conference travel agent. (You can call them direct, if your prefer.) They will book and confirm your airline reservations (either American or United Air Lines) and if needed, car rental reservations (either Hertz or Avis). DevCon '95 attendees will travel at a discount!

Marriott's World-Wide Reservations—Phone: (800) 228-9290
Call Marriott's World-Wide Reservations and tell them you are attending Sega's DevCon '95 at the Santa Clara Marriott Hotel in California. You're automatically given a special discounted room rate. Be sure to reserve early. There is complimentary transportation from the San Jose Airport to the hotel—a ten minute ride. Upon arrival at the San Jose Airport, look for Marriott's courtesy phone in the baggage claim area.

About the Santa Clara Marriott Hotel

2700 Mission College Boulevard
Santa Clara, California 95054
Phone: (408) 988-1500
Fax: (408) 727-4353

Located in the heart of the Silicon Valley, the Santa Clara Marriott is less than ten minutes from the San Jose Airport and 45 minutes from the city of San Francisco. Free shuttle service from the San Jose Airport is available.

Each of the hotel's 754 rooms are fully furnished with large work desks, color televisions with cable service and in-room pay movies. In addition, all room phones have data ports for modem connections.

You'll find business services available to assist you with your needs, and a concierge and activity desk staff waiting to help plan your activities in the Santa Clara area.

After the day's activities, you can relax by the indoor/outdoor pool, play tennis on one of four lighted courts, work out at the health club, or enjoy the whirlpool.

Check with the concierge for information about the many close-by attractions, including the Great America Theme Park (opening day, March 18), Monterey/Carmel, and San Francisco.

Need-to-Knows for DevCon '95

Confirmations and Cancellations

Fax your registration early, and take advantage of the advanced registration discount:

- ☐ Fax between February 10 and March 9 \$595
- ☐ March 10 and after including at the door \$695

We will confirm faxed registration by fax or e-mail provided we receive your registration by March 9, 1995. Mail in your registration ONLY If you're paying by check or money order. Sorry, we can't confirm by phone—we're expecting over 500 people! There will be a \$50 processing charge applied to each refund. However, we can NOT reimburse for cancellations after February 20, 1995.

Photo ID Required to Claim Entry Badge!

Your pass to all conference events is the official conference badge. The badge, with your name, is issued to you when you show your photo ID at the conference registration station. To insure confidentiality and security, we will be very strict about issuing badges only upon presentation of a photo ID. BADGES WILL BE CHECKED AT ALL EVENTS.

Transferring Your Badge to a Colleague

If you are sharing registration with a colleague, turn in your badge to the staff at the conference registration station. Give them the name of your colleague. Colleagues are issued new badges with their names. They must show their photo ID to claim their badge.

Lost Badges

Hang on to your badges! Replacement badges are \$695, the on-site registration conference rate.

Important Phone Numbers at a Glance

Fax in your registration documents:
(415) 802-1717 (Fax line for Sega of America, DTS)

Confirm travel arrangements:
(800) 428-8728 (Morrison Travel)

Reserve your hotel room:
(800) 228-9290 (Marriott's World-Wide Reservations)

For others to leave a message for you:
(408) 988-1500 (The Santa Clara Marriott Hotel)

PRODUCERS VIDEO COMPRESSION DIGITAL AUDIO

PROGRAMMERS SOUND EXHIBITS

3RD PARTY SEGA CHANNEL PRODUCERS

GAME DESIGNERS SEGA CD ARTISTS

32X PICO SATURN

DEMOS SATURN

GENESIS OPEN STUDIO GAME DESIGNERS

3D

SOUND SH2 PARTNERS 3RD PARTY ARTISTS

EXHIBITS SEGA CHANNEL GAME DESIGNERS

SATURN PRODUCERS

PRODUCERS PROGRAMMERS SATURN 3D

EXHIBITS PICO SATURN 3RD PARTY ARTISTS

ARTISTS PRODUCERS

DEMOS 32X GENESIS OPEN STUDIO SEGA CHANNEL

SATURN PICO 32X SEGA CD SATURN

GAME DESIGNERS SATURN GENESIS SH2

EXHIBITS SATURN DEMOS SH2 DIGITAL AUDIO EXHIBITS

SEGA OF AMERICA, INC.
Developer Technical Support
150 Shoreline Drive
Redwood City, CA, USA 94065

FAX: (415) 802-1717
E-Mail: dtc@segaoa.com

SEGA CD 3RD PARTY

OPEN STUDIO

PROGRAMMERS

DEMOS

PARTNERS

VIDEO COMPRESSION

GAME DESIGNERS

SATURN

REGISTRATION PACKET:

Please fill out the enclosed forms as per the instructions inside.

March 14-17, 1995

Santa Clara Marriott Hotel
Santa Clara, California

Multitrack Seminars for Programmers, Artists, Musicians, Sound Engineers, Game Designers and Producers

PRODUCERS VIDEO COMPRESSION DIGITAL AUDIO

PROGRAMMERS SOUND EXHIBITS

3RD PARTY SEGA CHANNEL PRODUCERS

GAME DESIGNERS PICO PARTNERS ARTISTS

32X SH2 SATURN

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SH2

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Developer Technical Support
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E-Mail: dts@segaoa.com

SEGA CD

3RD PARTY

OPEN STUDIO

PROGRAMMERS

DEMOS

PARTNERS

VIDEO COMPRESSION

GAME DESIGNERS

SATURN



REGISTRATION

Fill out a separate form for each attendee.

Please print clearly.

Attendee Name _____
First and Last Name

Company Name _____

Company Address _____

Mailing Address

City

State

Zip Code

Country

Business Phone _____

(Area Code)

Confirmation will be sent by fax or e-mail.

Fax Number _____ E-Mail _____
(Internet address, if available)

Registration Fee

All currency in US\$

☐ Standard Registration (Received by **March 9**) = \$595 _____

☐ Later Registration (Received **March 10** and after, or at the door) = \$695 _____

A Photo ID is required to secure your entry badge.

Payment Method

Payment, either check or credit card, must accompany the registration form.

☐ Check or Money Order in US\$ is enclosed. Amount of check or money order \$ _____

☐ Visa ☐ Mastercard

Credit Card Number _____ Expiration Date _____

Name on Card _____ Signature _____

Mail-in registration will not be accepted after March 9, 1995.

Payment must be in US\$ either drawn on a U.S. bank or via an international money order. A \$50 processing charge will be applied to all refunds. No refunds are given after **February 20, 1995**.

Confidentiality Agreement

Please sign the enclosed DevCon '95 Confidentiality Agreement form and return it with this registration. Registration is NOT acceptable without a signed agreement..

Return Registration

Fax completed registration documents to: **(415) 802-1717** Fax number for Sega of America, DTS

Mail registration documents ONLY if you are paying by check or money order. Make your check or money order out to Sega of America and mail to: Sega of America, 150 Shoreline Drive, DevCon '95 —Dept. 448, Redwood City, CA 94065 U.S.A.

Make Sure Your Registration Is Complete

Have you completed all registration documents?

☐ Registration Form ☐ Payment//Payment Method ☐ Confidentiality Agreement ☐ Topics Survey ☐ Travel Form

Please remember to bring a photo ID to secure your entry badge!

DevCon '95 Topics Survey

What top 20 events are you likely to attend?

We are planning our conference space for DevCon '95, and we'd like to ask your help. Just check the events you are likely to attend. Your top twenty please. Topics are subject to change.

Opening Night

- ☐ Evening Reception with Key Note
Address by Joe Miller, Sr. VP,
Product Development
-

for Saturn Programmers

Programming Foundations:

- ☐ VDP1
- ☐ VDP2
- ☐ SMPC
- ☐ SCSP/Sound Driver

Video Compression Overview

- ☐ Cinepak & Duck

- ☐ 3-D Programming

Systems Functions & Interactions (advanced programming & DSP):

- ☐ SCU/DMA
 - ☐ DSP (Math)
 - ☐ CD subsystem/VCD
-

for 32X Programmers

Programming Foundations

- ☐ General Overview
- ☐ VDP-Graphics
- ☐ How to start Programming for 32X

- ☐ CD Programming

Video Compression Overview

- ☐ Cinepak and Duck for 32X

Art Programming for 32X

- ☐ SOJ tools demo and workshop
- ☐ Off-the-Shelf product demos

- ☐ 32X Programming-
Tricks and Tips
-

for Genesis/Sega-CD/Pico Programmers

Programming Introduction

- ☐ Genesis Intro
- ☐ Sega CD Intro (relationship to Genesis)
- ☐ Pico Intro (compare to Genesis)

- ☐ Genesis/Sega CD Roundtable
Genesis/Sega-CD tips
Genesis/Sega-CD rountable
Sega-CD access tips

Advanced Topics

- ☐ Using Battery Backup RAM
 - ☐ Universal Driver
 - ☐ Sega-CD scale/rotate
-

for Art Experts

- ☐ Seminar and demo on Saturn Graphic
Tools (Tune, CHEAT/CHEATA)
 - ☐ Open Studio (Photoshop, Debabilizer)
 - ☐ Video Compression (Cinepak and Duck)
-

- ☐ SOJ Tools for Saturn
Brief Overview, Demo, Integration

for Sound Experts

Saturn Sound

- ☐ Saturn Sound Tools (overview & demo)
- ☐ Digital Audio for the Saturn

High Level Sound Design

- ☐ Sound types
- ☐ DSP linker and Mixer Tricks
- ☐ MIDI Implementation
- ☐ Sound Memory Space
- ☐ Scheduler

32X & Genesis Sound

- ☐ GEMS (Basics)
- ☐ GEMS Workshop (Advanced)
- ☐ Genesis Sound Driver (Advanced)
- ☐ PWM Chip, Driver, & Tool
- ☐ 68k vs. Z80

- ☐ **Game Gear Roundtable**
(PSG Sound Driver)

- ☐ **Open Studio**

for Producers and Designers

- ☐ Overview of Current Titles
- ☐ Saturn Pep Rally (Marketing Info)
- ☐ 32X Pep Rally (Marketing Info)
- ☐ Design Strategy
- ☐ Submitting Games to Sega
- ☐ Testing Process
- ☐ Localization
(Technical and Cultural Issues)
- ☐ Developing CD Masters
- ☐ Working with Developer Technical Support (DTS)

Sound Topics

- ☐ Digital Streaming Audio
- ☐ Audio in Game Design

of General Interest

- ☐ Game Demos by authors

Partner Presentations

Catapult

- ☐ Seminar

Creative Labs

- ☐ "How to Port Your Game from Sega to Your PC"
- ☐ "How Sound is Formatted on a PC and Ported to Sega"

Cross Products

- ☐ "Introduction to SNASM"
- ☐ Advanced SNASM

DigiDesign

- ☐ "Multi-Media Audio Authoring Development Tools"

Enchida

- ☐ "Creative Uses for a Map Editor"
- ☐ "How a Map Editor Can Save You Time and Money"

Hitachi

- ☐ "Overview of SH2"
- ☐ Four SH2 Workshops for various kinds of users

Novalogic

- ☐ Seminar

QSound

- ☐ "QSound on Saturn"
- ☐ "Sound on 32X"

Radius

- ☐ "Multi-Media Authoring Tools"

Realtime

- ☐ Seminar

Romburger Associates

- ☐ "Processing Graphics-Color Control"
- ☐ Demos: Cheetah, Spatula

SEGA Channel

- ☐ "All about SEGA CHANNEL"

SN Systems

- ☐ "PsyQ, State-of-the-art in Console Development Systems"

Softimage

- ☐ "New Tools in Softimage for Game Development - Motion Capture"

- ☐ "Toonz - 2D Cell Animation"

Wavefront

- ☐ Seminar

Zaxtek

- ☐ "Different Tools and Approaches for Debugging a System"
 - ☐ 3rd Parties to demo on Game Gear, Genesis, Mars
-

DEVCON '95
CONFIDENTIALITY AGREEMENT

In consideration of Attendee's participation in DevCon '95, to be held March 14 - 17, 1995, in Santa Clara, California, Attendee agrees to abide by this agreement.

"Sega":	Sega of America, Inc. 255 Shoreline Drive, Suite 200 Redwood City, California 94065	Contact: DTS Hotline Phone: (415) 802-1719 Fax: (415) 802-1717
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"Attendee": (please print)	_____ _____ _____	Contact: _____ Phone: _____ Fax: _____
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"Proprietary Information": Confidential and proprietary information and related materials concerning the business plans and current and planned software and hardware products of Sega and the Sega partners who make presentations at DevCon '95, including but not limited to information and materials concerning the following system(s) and the design and development of software products compatible with such system(s):

- ☐ Genesis/Mega Drive, a 16-bit entertainment system
- ☐ Game Gear, a hand-held color portable system
- ☐ Sega CD/Mega CD, a CD ROM peripheral for the Genesis System
- ☐ Genesis 32X, an advanced peripheral for the Genesis System
- ☐ Saturn, a 32-bit entertainment system
- ☐ PICO, a 16-bit entertainment system, which uses a light pen

Purpose of the Disclosure: For use by Attendee at DevCon '95.

THE PARTIES HEREBY AGREE AS FOLLOWS:

1. Property of Sega. All right, title and interest in and to the Proprietary Information shall be and remain vested in Sega. Nothing in this Agreement shall grant Attendee any right of any kind with respect to the Proprietary Information, other than the privilege to review and evaluate such information solely for the Purpose of the Disclosure set forth above. All information is provided "AS IS," and without any warranty, whether expressed or implied, as to its accuracy or completeness.

2. Attendee's Obligations. Attendee agrees that it will:

(i) use commercially reasonable efforts to safeguard the Proprietary Information and to prevent any unauthorized access, reproduction, disclosure, and/or use of any of the Proprietary Information;

(ii) disclose the Proprietary Information only to those officers, directors, and/or employees of Attendee who need to know such information in order to carry out the Purpose of the Disclosure, and in the event the employment or appointment of any such person is terminated, Attendee agrees to use its best efforts to recover any Proprietary Information in such person's custody or control.

(iii) not remove any copyright notice, trademark notice, and/or other proprietary legend or indication of confidentiality set forth on or contained in any of the Proprietary Information;

(iv) not copy or reproduce any of the Proprietary Information, except as necessary to carry out the Purpose of the Disclosure;

(v) not use any of the Proprietary Information other than for the Purpose of the Disclosure and then only in strict compliance with the provisions hereof;

(vi) to the maximum extent permitted by applicable law, refrain from disassembling or decompiling software, peeling semiconductor components, or otherwise attempting to reverse engineer the design and function of any of the Proprietary Information including the requirements for compatibility with the system(s) and compatible software;

(vii) not directly or indirectly, either during or subsequent to the term of this Agreement, disclose the existence, content, and/or substance of any of the Proprietary Information to any third party, nor develop, manufacture, produce, and/or distribute any software product(s) derived from or which otherwise use any of the Proprietary Information, without entering into a separate license agreement with Sega;

(viii) have no obligation to maintain the confidentiality of any Proprietary Information which: (a) Attendee can demonstrate with documentary evidence that it was known by Attendee prior to the disclosure thereof by Sega; (b) properly came into the possession of Attendee from a third party which is not under any obligation to maintain the confidentiality of such information; (c) has become part of the public domain through no act or fault on the part of the Attendee; and/or (d) Attendee can demonstrate with documentary evidence that it was independently developed by or for Attendee without the use of Proprietary Information.

3. Term. Attendee's obligation hereunder shall commence upon the date first written above and shall continue until the Proprietary Information comes into the public domain. Promptly upon Sega's request, Attendee shall return all Proprietary Information and shall not retain any copies thereof.

4. Indemnification and Other Relief. Attendee agrees to indemnify and hold Sega harmless from and against all claims, losses, liabilities, damages, expenses, and costs (including, without limitation, reasonable fees for attorneys, expert witnesses, and court costs) which result from a breach or threatened breach of this Agreement by Attendee. Attendee agrees that if it breaches this agreement, Sega shall be entitled to an accounting and payment of all forms of

compensation or benefits which Attendee directly or indirectly realizes as a result of such violation. Such remedy shall be in addition to any injunctive relief or other remedies to which Sega may be entitled at law or in equity. Attendee agrees that any unauthorized use of such information by Attendee shall cause Sega irreparable harm for which its remedies at law would be inadequate. Attendee agrees that Sega shall be entitled to seek and obtain, in addition to any other remedies available to it, immediate injunctive relief without bond to prevent the breach of threatened breach of any of Attendee's obligations hereunder.

5. General. (a) This Agreement shall be governed by and interpreted in accordance with the laws of the State of California, excluding that body of law related to choice of law, and the courts of San Francisco or San Mateo Counties, (if under State law) or the Northern District of California (if under Federal Law) will have exclusive jurisdiction and venue of such actions; (b) the prevailing party, as determined by the court, in any action between the parties rising from this Agreement shall be entitled to recover, in addition to any other relief awarded, its costs and expenses incurred in any such proceeding, including, without limitation, its reasonable fees for attorneys, expert witnesses and court costs; (c) should any provision of this Agreement be determined to be void, invalid or otherwise unenforceable by any court of competent jurisdiction, such determination shall not affect the remaining provisions hereof which shall remain in full force and effect. (d) no waiver or modification of any of the provisions of this Agreement shall be valid unless in writing and signed by both of the parties; (e) Attendee's rights under this Agreement cannot be assigned to any third party without Sega's prior written consent. Any attempted or purported assignment of this Agreement without Sega's consent shall be void; (f) this Agreement constitutes the entire agreement and understanding between the parties with respect to the Proprietary Information listed above, and supersedes all prior and contemporaneous negotiations, discussions and understandings of the parties, whether written or oral.

In witness thereof, Attendee has acknowledged acceptance of the this Agreement by (1) attending DevCon'95, and/or (2) returning an executed copy of this agreement to Sega.

(Attendee Signature)

Print Name: _____

Title: _____

Company: _____

Date: _____



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